

Center City Holiday Pedestrian Safety Education Campaign



City Council
Transportation
Committee

Coverage Report
April 27, 2010

Jennifer Wieland
SDOT Policy and Planning

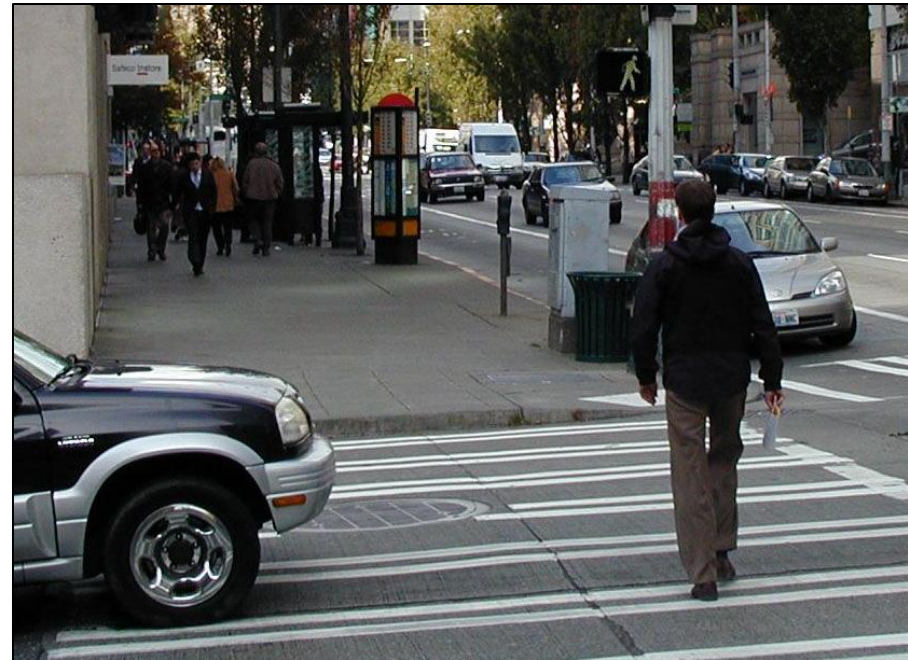
Review of Key KAB Survey Results

- Pedestrian safety is not a problem for more than half of Seattle residents
- Respondents expressed concerns about driver and pedestrian inattention
- Safety is more about behavior than design
- Knowledge does not always translate into desired behavior



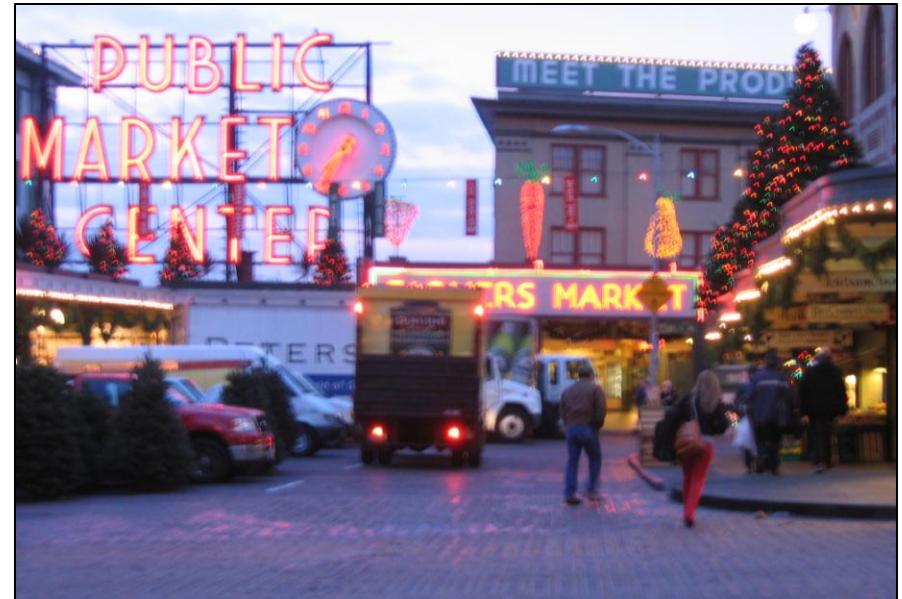
A Special Case: Downtown Seattle

- High numbers of collisions
 - Evening commute
 - Winter months
 - Failure to yield
- High volumes of pedestrians
 - Major destinations
 - Transit connections
 - Residents, employees, and visitors
- High level of engineering at intersections
 - Full signals, with countdowns



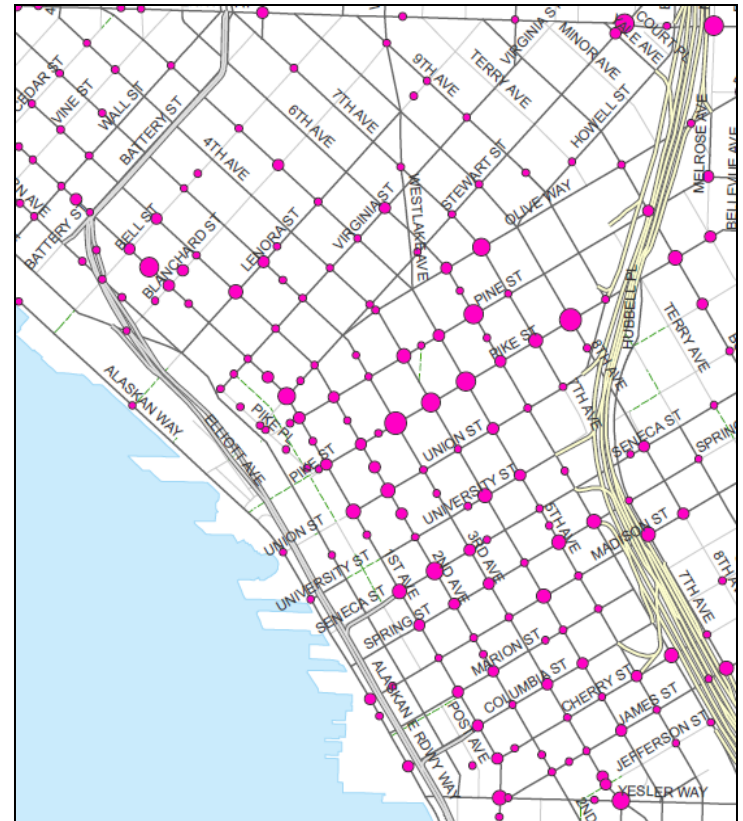
2009 Winter Holiday Campaign

- ***Purpose:*** facilitate behavior change
- ***Focus:*** downtown Seattle
- ***Target audience:*** drivers and pedestrians
- ***Background information:*** KAB survey, existing framework, Rainier and Aurora Traffic Safety Corridor programs



Scope of Project

- Hire communications experts
- Evaluate background information
- Conduct focus groups with key stakeholders
- Develop message and graphics
- Launch campaign with low cost and creative media
- Plan and implement special event
- Develop evaluation plan



Message and Artwork

- Themes
 - This is you
 - Slow down
 - Pay attention
- Reach both drivers and pedestrians
- Communicate what people should do
- Make it fun and catchy
- Focus on the season, but with subtlety





**You drive. You walk.
Take it slow!**



**Oh the weather outside is frightful,
But downtown is so delightful,
With so many places to go,
Take it slow! Take it slow! Take it slow!**



Message Distribution

- Posters and postcards
- Parking pay station stickers
- Metro bus ads
- Coffee sleeves
- Coasters
- Street teams
- T-shirts
- Radio PSAs
- Online presence
- Earned media



Message Distribution

- Posters and postcards
- Parking pay station stickers
- Metro bus ads
- Coffee sleeves
- Coasters
- Street teams
- T-shirts
- Radio PSAs
- Online presence
- Earned media



Message Distribution

- Posters and postcards
- Parking pay station stickers
- Metro bus ads
- Coffee sleeves
- Coasters
- Street teams
- T-shirts
- Radio PSAs
- Online presence
- Earned media



Message Distribution

- Posters and postcards
- Parking pay station stickers
- Metro bus ads
- Coffee sleeves
- Coasters
- Street teams
- T-shirts
- Radio PSAs
- Online presence
- Earned media



Online Presence

[SEATTLE.GOV](#) [City Services](#) [Departments](#) [Staff Directory](#) [About Seattle.gov](#) [City Contacts](#)

  SEARCH:
☒ Seattle.gov ☐ This Department

Department of Transportation [Home](#) [About Us](#) [Contact Us](#)

A vibrant Seattle through transportation excellence Peter Hahn, Director

[SERVICES ▼](#) [PROJECTS ▼](#) [PLANNING ▼](#) [RESOURCES ▼](#) [EVENTS](#) [NEWS](#) [SITE INDEX](#)

- [Pedestrian Home](#)
- [Programs](#)
- [Policies](#)
- [Pedestrian Law](#)
- [Getting Help](#)
- [Additional Resources and Links](#)
- [Seattle Pedestrian Advisory Board](#)
- [Pedestrian Master Plan](#)



SDOT'S Holiday Pedestrian Safety Campaign

The campaign launched on Saturday, November 21, with an event at Pacific Place Mall.

Speakers included City Councilmembers Jan Drago and Nick Licata, Assistant Police Chief Michael Sanford, and SDOT Director Grace Crunican. The event was emceed by Penny LeGate of KIRO-TV.

Earned Media

Seattle Metropolitan Magazine / Art...

Display Categories

[View All Categories](#)

- ☒ Art
- ☒ Books & Talks
- ☒ Charity Events
- ☒ Classical Music
- ☒ Concerts
- ☒ Dance
- ☒ Eat & Drink
- ☒ Editor's Choice
- ☒ Family
- ☒ Film
- ☒ Out of Town
- ☒ Special Events
- ☒ Sporting Events
- ☒ Theater

NOON

- * Parenthesis
- * Parenthesis
- 1:00 PM
- * Barbara K
- 7:00 PM
- * Tchaikovsky "Pathétique" Symphony
- 7:30 PM
- * Hugo Lite Visiting H
- * Taj Mahal
- 8:00 PM
- * Broken L
- * Built to S
- * 69: The P Anna
- * Le Comba
- 10:00 PM
- * Taj Mahal

+ Family (4)

+ Film (9)

Out of To

Special E

Sporting

+ Theater (

Mapplethorpe

* Danny Lyon

* The Swell Season

* Taj Mahal Trio

DESCRIPTION EMAIL TO A FRIEND SHARE Print

NOVEMBER 21, 2009 — SPECIAL EVENTS


Pedestrian Safety Awareness campaign kick-off

LOCATION Pacific Place , Sixth Ave & Pine St, Seattle WA

TIME 2:30

COST Free

MORE INFO



Oh the weather outside is frightful,
But downtown is so delightful,
With so many places to go,
Take it slow! Take it slow! Take it slow!

SEE YOU
BY THE SIDEWALK

GET DIRECTIONS >

ADVERTISEMENT

**BOOK 5 NIGHTS,
GET \$800 AIR CREDIT**

RESTRICTIONS APPLY

Kona Village

UNPLUGGED - UNPRETENTIOUS - UNMATCHED

Campaign Launch Event

- Safety fair at Pacific Place Mall
- Timed to engage shoppers the weekend after Thanksgiving
- Participation from Council, Mayor's Office, SPD, SDOT



Campaign Launch Event

- Formal event “interrupted” by flash mob
- Choreographed by local dancer Bobby Bonsey
- Dancers used “The Safety Dance” to generate media buzz



Campaign Launch Event



Local Nation/World Business Sports A&E Life Comics

Seattle Transportation Watch

« SDOT talks snow on Facebook | [Main](#)

Pedestrian safety dance



01:47

PLAY

email

get

The only thing missing was [Men W](#)

When a flash mob of 60 people sud

Pedestrian Safety Campaign on King 5 News

[seeyouinthecrosswalk](#)

3 videos

Subscribe



Browse by month
November 2009



Powered by Bing



MSN Home Mail

featuring [TODAY](#) [Nightly News](#) [Dateline](#) [Meet the Press](#)

[Local News](#) / [Seattle, WA](#)

Categories

[U.S. news](#)

[World news](#)

[Politics](#)

[Business](#)

[Sports](#)

'Flash mob' highlights pedestrian safety

By KING 5 News - Chris Daniels

KING5

updated 11:56 a.m. PT, Mon., Nov. 23, 2009

SEATTLE - It wasn't spontaneous, but the city of Seattle hopes it drew attention.



Ongoing PSA Distribution

You Tube[Browse](#)[Upload](#)

Safety Dance PSA
[bbonse](#)  18 videos



Fast.Forward. Ads by Google 

 0:01 / 2:11  360p 

[bbonse](#) — December 24, 2009 — This video is part of the city of Seattle's campaign for traffic and pedestrian safety in the downtown area. Enjoy! 

393
views 

By the Numbers

- 500 posters
- 10,000 postcards
- 1,000 pay station stickers
- 22 Metro bus kings
- 26 Metro bus interior ads
- 11,250 coffee sleeves
- 10,000 coasters
- 50 flash mob dancers
- 1,300 YouTube hits
- 18 media outlets engaged
- 134 businesses involved



Total Media Cost:
\$12,700

Partnerships

- City Council
- Mayor's Office
- Seattle Police Department
- Public Health – Seattle and King County
- Seattle Pedestrian Advisory Board
- Pedestrian Master Plan Advisory Group
- Downtown Seattle Association
- Commute Seattle



Next Steps for Evaluation

- Six month online post-test survey
- Review of collision data
- Continue to monitor YouTube views
- Establish baselines for campaign success
- Partner with University of Washington for 2010 campaign
- Redo KAB survey in 2014

